

## About Certification

The purpose of certification is to assure MSDUK corporate members that the ethnic minority businesses (EMBs) they seek to contract with are majority owned as well as managed and controlled by people of ethnic minority origin.

### Defining an Ethnic Minority Business

In order to be certified as a bona fide MSDUK certified EMB, a firm must be a for profit enterprise, regardless of size, physically located in the UK, which is 51% or more owned, operated and controlled by an ethnic minority group.

“Ethnic Minority” for the purposes of this application shall mean individuals whose ethnic origin is:

<p><b>Asian/Asian British</b></p> <ul style="list-style-type: none"> <li>• Indian</li> <li>• Pakistani</li> <li>• Bangladeshi</li> <li>• Chinese</li> <li>• Other Asian</li> </ul>	<p><b>Black/African/Caribbean/Black British</b></p> <ul style="list-style-type: none"> <li>• African</li> <li>• Caribbean</li> <li>• Other Black</li> </ul>
<p><b>Mixed/Multiple Ethnic Group</b></p> <ul style="list-style-type: none"> <li>• White and Black Caribbean</li> <li>• White and Black African</li> <li>• White and Asian</li> <li>• Other Mixed</li> </ul>	<p><b>Other Ethnic Group</b></p> <ul style="list-style-type: none"> <li>• Arab</li> <li>• Any Other Ethnic Group</li> </ul>

Provided that such individuals are British Nationals and/or who permanently reside (with indefinite leave to remain status) in the United Kingdom.

“Ownership or Owned” by Ethnic Minority individuals means the business is at least 51% owned by such individuals or, in the case of a publicly owned business, at least 51% of the stock is owned by one or more such individuals. Further, that Ethnic Minority individuals control the management and daily business operations.

### Benefits of Certification

Becoming a MSDUK certified EMB provides businesses with greater opportunities to compete for business in the corporate and government sectors. Below are the benefits of becoming a MSDUK Certified EMB:

- Official Industry Recognised Certification
- Full business profile on our online portal accessible to hundreds of buyers
- Relevant introductions to our corporate and business network
- Access to future contract opportunities including referrals for any relevant RFPs
- Speaking opportunities at MSDUK events
- Opportunity to avail scholarships to executive education programmes
- Free Access to all Events: MSDUK Business Show, Networking Events and Meet the Buyer Events
- Discounted Rates at the MSDUK Conference, Business Opportunity Day and Awards Dinner

- International Trade Delegations
- PR & Media opportunities through case studies, newsletter inserts and awards

### Certification Criteria

To be eligible for MSDUK certification, applicants must meet the following criteria:

- Your business is a for profit enterprise
- Your business is physically located in the UK
- Your business is at least 51% ethnic minority owned
- The minority/ethnic owner(s) of the business must be active in management and daily business operations
- The minority/ethnic owner(s) of the business are UK citizens or have an indefinite leave to remain the UK

### Supporting Documents

Documents Required	Sole Proprietor	Partnerships	Company
Proof of UK Citizenship/Permanent Residency – proof of indefinite leave to remain in the UK (copy of a valid passport)	✓	✓	✓
Audited Financial Statements (P&L, statement of cash flows, balance sheet) *	✓	✓	✓
Copy of Partnership Agreements or Letter from accountant or auditor declaring the names of partners and their shares in the firm	X	✓	X
Copy of Buy Out Rights Agreements	X	✓	X
Copy of Profit-Sharing Agreements	X	✓	X

\*Supply a copy of the applicant's financial statement for one year preceding the year of application or for the time that the applicant has been in business if less than one year, plus financial statement of any subsidiaries or affiliates of the applicant for the same period of time. If the applicant is a new business concern, enclose a copy of an opening balance sheet and projection of income, or a statement by a certified public accountant, which states that the applicant is a viable business concern. All financial statements submitted to MSDUK must show applicable date of the information given and must be signed and dated by the proprietor, partner or authorized officer unless prepared by an independent certified public accountant. All materials will be kept confidential.

MSDUK values and champions diversity and inclusion in all its forms and shape and work with other diversity advocacy organisations including WeConnect International and NGLCC. We also want to ensure we welcome and include ethnic minority entrepreneurs from all other diverse backgrounds and will be asking optional questions about your gender, age, disability and sexual orientation to help us measure diversity of our business community. This personal information will be strictly confidential and will not be shared externally.